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2 **In the Claims**

3 Claims 1-38 remain in the application and are listed below.

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5 1. (Previously Presented) A computer executable method comprising:  
6 retrieving content from a plurality of content providers, wherein the  
7 retrieved content is to be displayed in at least one Web page;

8 verifying a format of the retrieved content by comparing a data structure of  
9 the retrieved content with a data structure defined in a schema file;  
10 rejecting particular content if the particular content format is not valid; and  
11 if the particular content is valid:

12 scheduling the particular content to be displayed at a scheduled time;  
13 and

14 displaying the particular content at the scheduled time, the particular  
15 content being displayed by a Web server.

16  
17 2. (Original) A method as recited in claim 1 wherein displaying particular  
18 content includes:

19 displaying the particular content using a test Web page; and  
20 if the particular content is successfully displayed using the test Web page,  
21 displaying the particular content using a live Web page.

22  
23 3. (Original) A method as recited in claim 1 wherein displaying particular  
24 content includes deleting previously displayed content.

1       4. (Previously Presented) A method as recited in claim 1 wherein the  
2 scheduled time is an attribute associated with the particular content.

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4       5. (Original) A method as recited in claim 1 further comprising storing the  
5 retrieved data in a central database.

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7       6. (Previously Presented) A method as recited in claim 1 wherein  
8 scheduling the particular content includes creating a multi-level directory structure  
9 associated with the scheduled time.

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11      7. (Previously Presented) A method as recited in claim 1 wherein the  
12 scheduled time is a timeslice having a start time and an end time.

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14      8. (Original) A method as recited in claim 1 wherein the content is defined  
15 in an extensible markup language (XML) file.

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17      9. (Previously Presented) A method as recited in claim 1 further  
18 comprising scheduling the particular content to be removed at a second scheduled  
19 time.

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21      10. (Previously Presented) A method as recited in claim 1 wherein the  
22 scheduled time is a predetermined time period.

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1       11. (Original) One or more computer-readable memories containing a  
2 computer program that is executable by a processor to perform the method recited  
3 in claim 1.

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5       12. (Previously Presented) A computer executable method comprising:  
6            identifying a plurality of content providers;  
7            determining whether each of the plurality of content providers has any new  
8 content to retrieve;  
9            retrieving new content from the plurality of content providers that have new  
10 content to retrieve;  
11            storing the retrieved content in a central database;  
12            scheduling the retrieved content to be displayed on a Web page at a  
13 scheduled time, wherein the scheduled time is based on an attribute associated  
14 with the retrieved content; and  
15            displaying the retrieved content on the Web page at the scheduled time.

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17       13. (Original) A method as recited in claim 12 wherein the retrieved  
18 content is defined in an extensible markup language (XML) file.

19

20       14. (Original) A method as recited in claim 12 further comprising  
21 verifying the format of the retrieved content.

22

23       15. (Previously Presented) A method as recited in claim 12 further  
24 comprising:

1       verifying the format of the retrieved content by comparing a data structure  
2 of the retrieved content with a data structure defined in a content structure  
3 definition; and  
4       rejecting content that is not verified.

5  
6       16. (Original) A method as recited in claim 12 further comprising:  
7       verifying the format of the retrieved content; and  
8       editing the content if the retrieved content is not verified.

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10      17. (Previously Presented) A method as recited in claim 12 further  
11 comprising deleting previously displayed content after the scheduled time.

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13      18. (Previously Presented) A method as recited in claim 12 wherein the  
14 retrieved content has an associated time slice, the time slice identifying a start  
15 date, a start time, an end date, and an end time for displaying the retrieved content.

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17      19. (Original) One or more computer-readable memories containing a  
18 computer program that is executable by a processor to perform the method recited  
19 in claim 12.

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21      20. (Previously Presented) A computer executable method comprising:  
22       identifying a plurality of content providers;  
23       identifying a storage location associated with each of the content providers;  
24       retrieving a file from each storage location, wherein the file identifies any  
25 new content to retrieve from the storage location;

1 if the file identifies new content to retrieve from the storage location:

2 retrieving the new content;

3 storing the retrieved content in a central database;

4 scheduling the retrieved content to be displayed at a first scheduled  
5 time, wherein the first scheduled time is based on a first attribute associated  
6 with the retrieved content; and

7 scheduling the retrieved content to be removed at a second  
8 scheduled time based on a second attribute associated with the retrieved  
9 content.

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11 21. (Previously Presented) A method as recited in claim 20 further  
12 comprising displaying the retrieved content on the Web page at the first scheduled  
13 time.

14  
15 22. (Previously Presented) A method as recited in claim 20 further  
16 comprising verifying a format of the retrieved content and rejecting the retrieved  
17 content if the format is not valid.

18  
19 23. (Previously Presented) A method as recited in claim 20 further  
20 comprising verifying a format of the retrieved content using a verification tool to  
21 compare the format of the retrieved content to a format defined in a schema file  
22 stored on a Web server.

1       24. (Original) One or more computer-readable memories containing a  
2 computer program that is executable by a processor to perform the method recited  
3 in claim 20.

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5       25. (Previously Presented) A content server comprising:  
6            a content collector configured to retrieve content from a plurality of content  
7 providers;

8            a content verification tool coupled to the content collector, the content  
9 verification tool configured to verify content retrieved from the plurality of  
10 content providers; and

11           a content scheduler coupled to the content collector, the content scheduler  
12 configured to schedule the received content for display and further to schedule the  
13 received content for removal.

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15       26. (Original) A content server as recited in claim 25 further including a  
16 content editor coupled to the content scheduler and configured to modify the  
17 received content.

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19       27. (Original) A content server as recited in claim 25 further including a  
20 test Web page configured to display retrieved content.

21

22       28. (Original) A content server as recited in claim 25 wherin the content  
23 verification tool rejects content if the content format is not valid.

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29. (Original) A content server as recited in claim 25 further including a database configured to store the content retrieved from the plurality of content providers.

30. (Original) A content server as recited in claim 25 wherein the content is defined in an extensible markup language (XML) file.

31. (Previously Presented) A content processing system comprising:  
a content server configured to retrieve Web-based content from a plurality  
of Web content providers, wherein the content is defined in an extensible markup  
language (XML) file;

a database coupled to the content server, the database configured to store content retrieved from the plurality of content providers; and

a Web server coupled to the content server, the Web server including a content structure definition file that defines a proper format for the content, wherein the Web server is configured to maintain a plurality of Web pages that are generated using content stored in the database, and wherein each of the plurality of Web pages is displayed during a scheduled time period associated with content contained in each Web page.

32. (Previously Presented) A content processing system as recited in claim 31 wherein the content structure definition file is accessible to content providers to verify their content prior to retrieval by the content server.

1       33. (Original) A content processing system as recited in claim 31 wherein  
2 the content server includes a content verification tool that rejects content if the  
3 content format is not valid.

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5       34. (Previously Presented) One or more computer-readable media having  
6 at least one physical media, the computer-readable media having stored thereon a  
7 computer program that, when executed by one or more processors, causes the one  
8 or more processors to:

9           retrieve content from a plurality of content providers, the retrieved content  
10 to be displayed in a Web page;

11           schedule the retrieved content to be displayed in the Web page at a first  
12 scheduled time based on a first attribute associated with the retrieved content; and

13           schedule the retrieved content to be removed from the Web page at a  
14 second scheduled time based on a second attribute associated with the retrieved  
15 content.

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17       35. (Original) One or more computer-readable media as recited in claim  
18 34 wherein the retrieved content is defined in an extensible markup language  
19 (XML) file.

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21       36. (Previously Presented) One or more computer-readable media as  
22 recited in claim 34 wherein the one or more processors further create a multi-level  
23 directory structure.

1       37. (Previously Presented) One or more computer-readable media as  
2 recited in claim 34, wherein the one or more processors further display the  
3 particular content at the first scheduled time.

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5       38. (Previously Presented) One or more computer-readable media as  
6 recited in claim 34, wherein the one or more processors further create a scheduled  
7 content file that contains scheduled times associated with retrieved content.

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